

Control of desired marketing electronic mail through use of anonymous recipients and public key infrastructure (PKI)

Abstract

An enhanced email system that will allow for marketing to anonymous consumers, protecting their privacy and reducing unwanted marketing. Consumers register interest in products and services as well as enough information to ensure delivery of communications and prevent abuse. Consumers have the ability to terminate communication at any time as well as the option to communicate directly. Merchants have the ability communicate confidentially with groups of consumers or individual ones. Categorization of wanted versus unwanted by use of sender identification. The system will be monitored for abuse and actions will be taken to prevent abuse.